

that throughout the description, discussions utilizing terms such as those set forth in the claims below, refer to the action and processes of a computer system, or similar electronic computing device, that manipulates and transforms data represented as physical (electronic) quantities within the computer system's registers and memories into other data similarly represented as physical quantities within the computer system memories or registers or other such information storage, transmission or display devices.

**[0162]** Embodiments of the disclosure also relate to an apparatus for performing the operations herein. Such a computer program is stored in a non-transitory computer readable medium. A machine-readable medium includes any mechanism for storing information in a form readable by a machine (e.g., a computer). For example, a machine-readable (e.g., computer-readable) medium includes a machine (e.g., a computer) readable storage medium (e.g., read only memory ("ROM"), random access memory ("RAM"), magnetic disk storage media, optical storage media, flash memory devices).

**[0163]** The processes or methods depicted in the preceding figures may be performed by processing logic that comprises hardware (e.g. circuitry, dedicated logic, etc.), software (e.g., embodied on a non-transitory computer readable medium), or a combination of both. Although the processes or methods are described above in terms of some sequential operations, it should be appreciated that some of the operations described may be performed in a different order. Moreover, some operations may be performed in parallel rather than sequentially.

**[0164]** Embodiments of the present disclosure are not described with reference to any particular programming language. It will be appreciated that a variety of programming languages may be used to implement the teachings of embodiments of the disclosure as described herein.

**[0165]** In the foregoing specification, embodiments of the disclosure have been described with reference to specific exemplary embodiments thereof. It will be evident that various modifications may be made thereto without departing from the broader spirit and scope of the disclosure as set forth in the following claims. The specification and drawings are, accordingly, to be regarded in an illustrative sense rather than a restrictive sense.

**1-20.** (canceled)

**21.** A method of scoring for a fantasy contest, comprising: determining, by at least one server, a baseline fantasy value for a real-life player in a player pool, the player pool comprised of real-life players available for selection by a fantasy contest participant, the baseline fantasy value indicative of a projected fantasy score of the real-life player;

determining, by the at least one server, a player adjustment value (PAV) for the real-life player, the PAV being a value such that application of the PAV to the baseline fantasy value of the real-life player would result in an adjusted fantasy value of the real-life player, the PAV determined to make adjusted fantasy values for at least some of the real-life players in the player pool more equal; and

determining, by the at least one server, an adjusted fantasy score of the real-life player based on statistics of the real-life player accumulated during at least one real-life game, a baseline scoring system, and the PAV.

**22.** The method of claim **21**, wherein determining, by the at least one server, the adjusted fantasy score of the real-life player based on statistics of the real-life player accumulated during at least one real-life game, the baseline scoring system, and the PAV, comprises converting statistics of the real-life player accumulated during at least one real-life game into a baseline fantasy score according to the baseline scoring system and applying the determined PAV of the real-life player to the baseline fantasy score of the real-life player.

**23.** The method of claim **21**, further comprising determining baseline fantasy values for a plurality of other real-life players in the player pool, the baseline fantasy values indicative of projected fantasy scores of the other real-life players.

**24.** The method of claim **23**, wherein baseline fantasy values for at least some of the other real-life players are equal to their adjusted fantasy values.

**25.** The method of claim **23**, further comprising determining, by the at least one server, a player adjustment value (PAV) for at least some of the other real-life players, the PAV for each of the at least some of the other real-life players being a value such that application of the PAV to a baseline fantasy value of a one of the other real-life players would result in an adjusted fantasy value of the one of the other real-life players, each PAV determined to make adjusted fantasy values for at least some of the real-life players in the player pool more equal.

**26.** The method of claim **21**, wherein the statistics of the real-life player accumulated during the at least one real-life game are statistics in a predetermined statistical category.

**27.** The method of claim **21**, further comprising determining a further PAV for the real-life player, and wherein determining the adjusted fantasy score of the real-life player is further based on the further PAV, with the PAV applied to statistics of a first category accumulated during the at least one real-life game and the further PAV applied to statistics of a second category accumulated during the at least one real-life game.

**28.** The method of claim **21**, wherein the baseline fantasy value is determined by a game administrator.

**29.** The method of claim **21**, wherein the PAV for the real-life player is determined by a game administrator.

**30.** The method of claim **21**, wherein the PAV for the real-life player is set prior to the start of the contest.

**31.** The method of claim **21**, wherein the PAV for the real-life player may be adjusted during the fantasy contest.

**32.** The method of claim **21**, wherein baseline fantasy value is determined prior to a start of the fantasy contest.

**33.** The method of claim **21**, wherein the PAV for the real-life player remains constant during the fantasy contest.

**34.** The method of claim **21**, wherein one or more baseline scoring systems are used in determining the baseline fantasy value.

**35.** The method of claim **21**, wherein the PAV is a multiplier.

**36.** The method of claim **21**, wherein the adjusted fantasy score is used in determining results of the fantasy contest.

**37.** A data processing system, comprising:  
one or more processors; and

a memory coupled to the one or more processors to store instructions, which when executed by the processor, cause the processor to perform operations, the operations comprising: